



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved ECONOMIC DEVELOPMENT COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, September 16, 2020

5:00 PM

Virtual Meeting

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### CALL TO ORDER / ROLL CALL

The meeting was Called to Order at 5:04 p.m.

**Present:** 6 - Sabrina V. Madison; Frank Staniszewski; Susan M. Bulgrin; Wayne R. Harris; Seth W. Lentz and Donna V. Moreland  
**Excused:** 3 - Rebecca Kemble; Karina Mendoza and Christian A. Albouras

[62231](#)

### APPROVAL OF MINUTES

A motion was made by Harris, seconded by Bulgrin, to Approve the Minutes of the August 19, 2020 meeting. The motion passed by voice vote.

### PUBLIC COMMENT

None.

[62230](#)

Public Comment: EDC 9/16/2020

### DISCLOSURES AND RECUSALS

None.

1. [62228](#) Election of a New EDC Chair

Moreland nominated Sabrina Madison to be the EDC Chair; Harris seconded.

Bulgrin moved to close nominations; Lentz seconded. The motion to close nominations passed unanimously.

The motion to elect Sabrina Madison as EDC Chair passed unanimously.

Sabrina Madison was congratulated as the new Chair of the EDC.

2. [62227](#) Discussion with Jason Ilstrup of Downtown Madison Inc. regarding an equitable downtown recovery
- Mr. Ilstrup presented an overview of the work of the new "Downtown Group." EDC members discussed the work of the group with Mr. Ilstrup.

3. [62229](#) Discussion with Economic Development Division staff regarding draft program guidelines for the Small Business Equity and Recovery Program (SBER)

**Attachments:** [Approved SBER Funding Resolution - Legistar 61605.pdf](#)  
[Draft 9-16-20 EDC SBER Covid Grant Application.pdf](#)  
[Draft 9-16-20 EDC SBER Covid Grant Program Summary.pdf](#)

Ms. Ruth Rohlich, City of Madison Business Development Specialist, provided an overview of the draft guidelines.

The EDC discussed the proposed program with City staff; key comments included:

- There should be some measure of business viability; that the business will likely remain in business following an award of funds.
- Additional financial support that the business has received from other sources should be noted on the application.
- The City will need to help businesses apply for funding; perhaps create a webinar on applying for funds.
- The City should try to pair this funding with other sources of financial support and business mentorship.
- This program could be used to begin building a better database of businesses owned by historically underrepresented individuals.
- The City should maintain as much flexibility as possible with the program.

This item was not formally before the EDC for action. The EDC recommended that they be skipped as a future referral for the program guidelines, so as to move forward with approval and launch of the program as quickly as possible.

4. [60990](#) Equitable Economic Response and Recovery
- 1) City efforts underway
  - 2) Economy and Culture Recovery Team
  - 3) Open discussion regarding Economic Development Committee and Economic Development Division related goals and work
  - 4) Data review

Mr. Mikolajewski provided a brief update regarding efforts underway. The EDC noted that if the City is providing financial assistance to organizations to assist with these efforts, the City should keep track of the results/outcomes of the use of this funding.

5. [27862](#) Introduction of New Items from the Floor

It was suggested that staff prepare a 60-90 second video about how the EDC works and how residents can engage with the EDC that could be shared with the community. How can the public provide feedback to the EDC.

6. [45135](#) Next Meeting  
- October 21, 2020

#### ADJOURNMENT

A motion was made by Staniszewski, seconded by Harris, to Adjourn. The motion passed by voice vote. The meeting Adjourned at 6:17 p.m.